



**Department of Housing and Community Development**

**January 27, 2012**

**NOTIFICATION OF VACANCY**

**SWVA CULTURAL HERITAGE FOUNDATION  
MARKETING DIRECTOR  
(Public Relations & Marketing Specialist IV)**

**POSITION #00367**

**LOCATION:**

**Southwest Virginia Cultural Heritage  
Foundation  
One Heartwood Circle  
Abingdon, VA**

**HIRING RANGE:**

**\$55,000 - \$65,000 Annually**

**DUTIES AND RESPONSIBILITIES:**

The Virginia Department of Housing and Community Development is seeking a Marketing Director to oversee the marketing of Southwest Virginia as a brand, Heartwood: Southwest Virginia's Artisan Gateway as a place, and the Southwest Virginia website as a virtual presence. Essential duties: assure that the region, the brand, and the website are consistently branded, the brand is protected, and the region is projected to the world as authentic, distinctive, and alive. Assure the timely, high-quality maintenance of the website. Propose and implement innovative, tasteful and timely marketing strategies. Address media inquiries, develop innovative media products and include and involve the Executive Director in any high visibility or sensitive media issues. Perform additional duties as assigned. This position is located in Abingdon.

**QUALIFICATIONS GUIDE:**

Considerable knowledge and experience in effective marketing techniques including print, electronic and interpersonal marketing. Considerable knowledge of venue and locality tourism tools; in public relations including the ability to deal with all media while discerning issues for immediate personal response and those requiring executive attention. Contemporary competency with electronic media tools. Considerable and demonstrated proficiency in electronic media and information technology software programs. Knowledge of business management principles and experience developing and executing strategic marketing plans. Excellent oral and written communications skills. Experience in directing widespread national or international marketing initiatives with demonstrated capability to analyze the cost effectiveness of various media and promotional placement strategies. Demonstrated ability to manage multiple and diverse program elements and meet a variety of deadlines; to manage multiple complex projects simultaneously; to work with interrelated organizations in a collaborate environment; and to maintain confidentiality on sensitive issues. Graduation from an accredited college or university in marketing, public relations, business, tourism, public administration or related field preferred. Master's Degree preferred. A combination of education and experience in tourism and successful private sector business enterprises may be substituted for preferred degrees. Valid driver license and travel required.

**TO BE CONSIDERED FOR THIS POSITION, YOU MUST COMPLETE A STATE APPLICATION THROUGH THE ON-LINE EMPLOYMENT SYSTEM <https://jobs.agencies.virginia.gov> BY FRIDAY, FEBRUARY 10, 2012, 5:00 p.m. EST.**

***For additional information please contact our Human Resource Office, at (804) 371-7000***

***An Equal Opportunity Employer***

***Women, Minorities, Veterans and people with disabilities are encouraged to apply. Requests for reasonable accommodations will be provided to applicants in order to provide access to the application and/or interview process.***